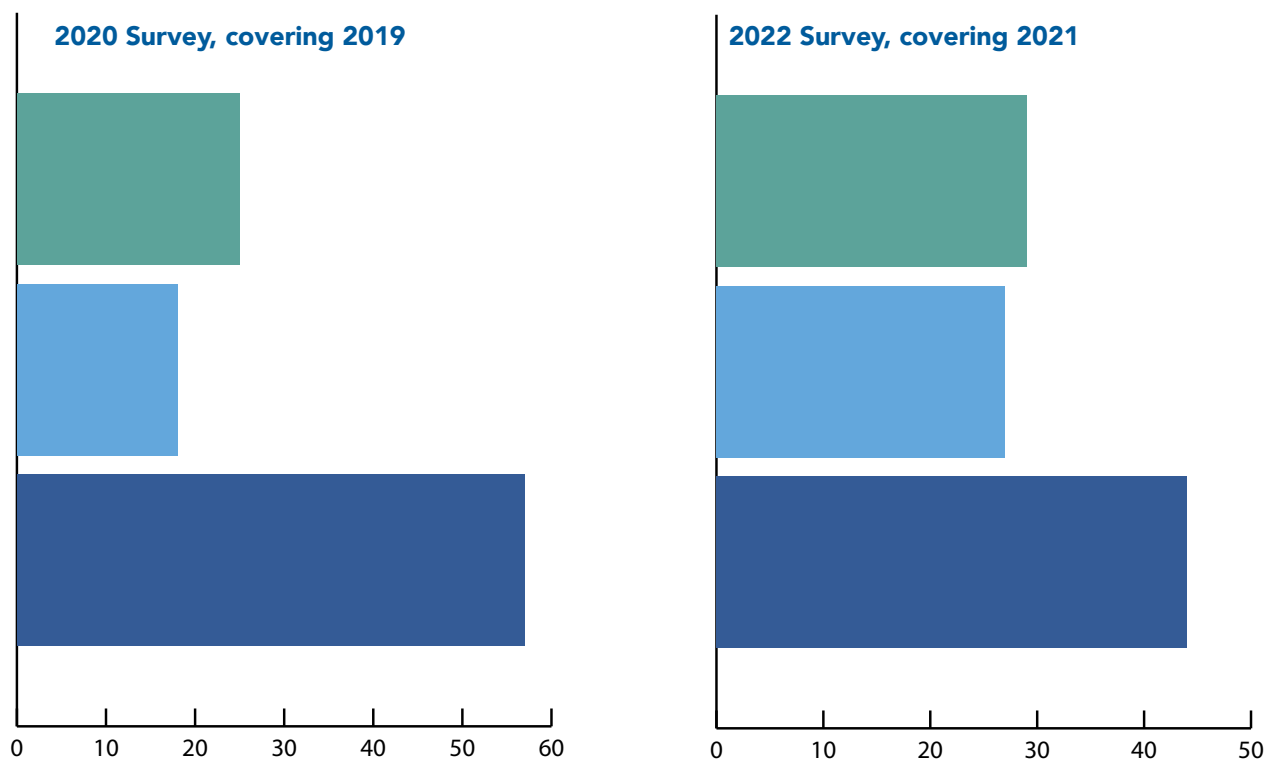


Respondents who said the headcount of people involved directly in licensing had increased or decreased in 2020 vs 2022.



The data shows that more companies **INCREASED** staffing in their licensing departments in 2021 than in 2019, but also that more companies **LAID OFF** more people in 2021 than in 2019. Additional research revealed that some areas of licensing saw significant increases in sales during the COVID-19 pandemic, while others saw significant decreases in revenue, leading to greater churn in staffing levels.